

REPORT

DATE: July 7, 2005

TO: Administrative Committee
Regional Council

FROM: Heather Copp, CFO, (213) 236-1804, copp@scag.ca.gov *HC*

SUBJECT: Co-Sponsorship of UCLA Extension Public Program 2005 Arrowhead Symposium

EXECUTIVE DIRECTOR'S APPROVAL: *Jim Donnell*

RECOMMENDED ACTION:

Approve co-sponsorship of the UCLA 2005 Arrowhead Symposium in the amount of \$10,000.

SUMMARY:

Each year, the UCLA Extension Public Policy Program holds a symposium dealing with regional and public policy issues. This year's topic addresses the impacts of transportation, land use, and environmental policies and practices on public health. The 2 ½ day symposium will take place in October at Lake Arrowhead.

BACKGROUND:

For many years, SCAG has been a sponsor of the UCLA Extension Public Policy Program Symposium. This symposium deals with regional and public policy issues. This year's topic addresses the impacts of transportation, land use, and environmental policies and practices on public health. SCAG is involved in providing input and suggestions to the program. Mr. Brian Taylor who has made presentations to the Regional Council on many occasions is coordinating the final program and speakers.

FISCAL IMPACT: *HC*

This sponsorship for \$10,000 is included in the approved General Fund budget for FY 2005/2006.



April 28, 2005

UCLA EXTENSION
LOS ANGELES, CALIFORNIA 90024

Hasan Ikhrata
Director, Planning & Development Department
Southern California Association of Governments
818 W. 7th Street, Suite 1200
Los Angeles, CA 90017

Dear Hasan:

The purpose of this letter is twofold: to give you an update on the status of planning the 2005 Arrowhead Symposium and to request a gift of funding.

First of all, thank you for your time, effort and thoughtful contributions as part of the Steering Committee, in developing the program for the 2005 Arrowhead Symposium. Attached you will find the draft program outline reflecting ideas discussed for the Public Health topic which will be the focus of this year's Transportation, Land Use, and Environment Connection Symposium. A more detailed outline, including additional speaker suggestions, will be developed by Brian Taylor following the May 5, 2005 Steering Committee Meeting in order to incorporate comments and suggestions received at that time. Once the second draft is finalized, it will be circulated once again for your review, soliciting additional recommendations.

Second, as part of the process, we are following up on ways to adequately fund this carefully crafted policy and research symposium. As you are well aware, there continue to be unknowns about the reauthorization of the federal transportation bill and the availability of our state transportation funds. Such real life concerns make programs that gather practitioners, researchers, and policy makers all the more valuable. It is impossible to place a dollar value on the sharing of perspectives and searching for solutions across professions, which is exactly the forum that Arrowhead offers. This year's topic addresses the impacts of transportation, land use, and environmental policies and practices on public health. The issue touches all of us, personally and professionally, as the health impacts hit our families, our friends and our neighbors.

Please consider this correspondence our formal request for a financial commitment from your organization to support the 2005 Arrowhead Symposium. As one of the sustaining contributors over the many years, we thank you for your contribution of \$8,000 last year. We enlist your support once again and hope that for this year, you can meet or exceed your past investment in the program. Is it possible to increase your commitment to \$10,000 this year?

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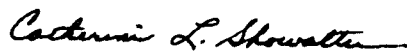
This support, plus any other help and suggestions for other organizations that we might contact, will enable UCLA Extension to commit fully to proceeding with this year's symposium, as well as maintaining the quality and utility of the program. In addition, your funding commitment will help insure the continuation of the edited proceedings that are widely distributed and greatly appreciated by numerous groups and affiliations.

A summary statement of annual symposia contributions over the past 14 years and a sample of past participants are enclosed for your use. If appropriate, please feel free to share those materials with anyone who may wish to know more about the value of these past programs and may consider a gift of funding.

Once again, thank you for your contributions and willingness to consider our request. So that we can be assured of the needed support to proceed with developing this year's program, **we would appreciate receiving your funding commitment by May 13, 2005.**

If you have any questions or suggestions, please don't hesitate to contact me by phone at (310) 825-5335 or by e-mail at cshowalter@uclaextension.edu. It is both a professional honor and personal privilege to work with you.

Sincerely,



Catherine L. Showalter
Director
UCLA Extension Public Policy Program

Cc. Robert Lapiner, Dean, UCLA Extension

Enclosures

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